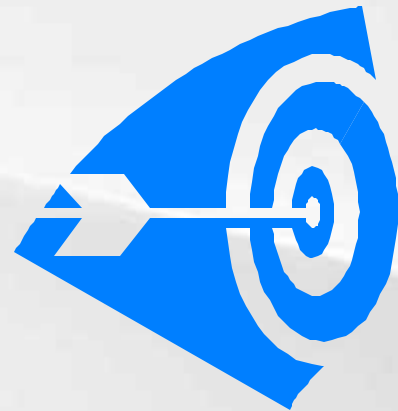


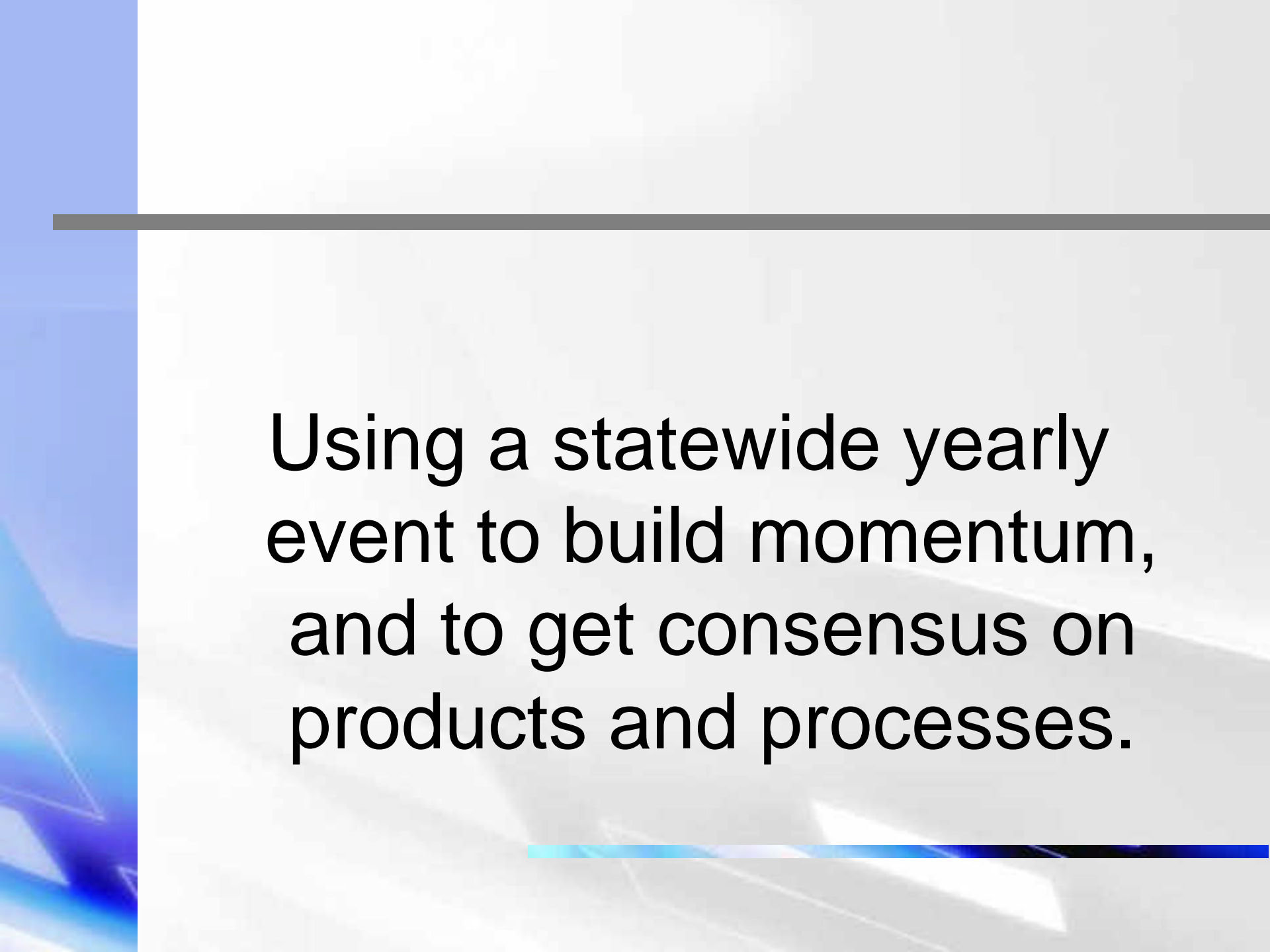
Targeted Marketing for One-Stops





**MASSACHUSETTS
ONE-STOP
CAREER CENTERS**

Connecting Workers and Employers



Using a statewide yearly event to build momentum, and to get consensus on products and processes.

The “*state*” of Massachusetts

- 16 local areas with 32 career centers
- 4 competitive and 12 collaborative
- A strength is the uniqueness of the 16 local areas
- Prior to last year’s Jobs First Day, no consistent branding

Governor's Jobs First Day

- Purpose year #1-heighten awareness of the OSCC “*one of the best kept secrets*”
- Purpose year #2 – Statewide Job Fair / Emphasize the “*statewide system*” here to support employers

Products

Year #1

- Logo & Byline
- Statewide marketing materials specific to Jobs First Day
- 1st Statewide OSCC Brochures
- Statewide graphics book and statewide “look”
- OSCC Banners

Products

Year #2

- Revised materials
- Targeted marketing
 - Employers [455 WTF]
 - Claimants [131,800 individuals]
- Electronic marquees

Results

Year # 1

- 1300 Jobseekers who had never used an OSCC
- Launched 19 new workshops
- Governor PSA on Major TV Channel
- 29 new employers

Results

Year #2

- 416 employers participated
- 300 employers recruited for Jobs/
Statewide Job Fair
- 7642 jobseekers
- 18 members of the Administration

Field perspective

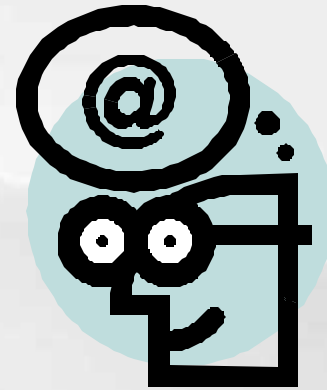
- “I see this as an awakening for state administrators who make decisions about us. They now have a better understanding of a career center.”
- “Working on this day brought the OSCC staff together in a new way. They can actually see themselves as part of a statewide system.”

- “JFD created recognition for the CC staff and the work they do.”
- “Staff felt pride in their work.”



DWD's Perspective

- Moved the marketing agenda in Massachusetts.
- 16 Local Areas are ready and willing to participate in a Statewide Coordinated Marketing effort.





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